LEO BURNETT U.S.A.
AD# FSI 104-A3 R@Q# M27223 "FOOD & WINE FSI" PG 4/C (8" x 10 13/16") FSI, AUGUST 16, 1992

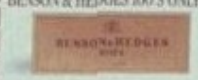
TWO PREMIUM OFFERS
from
BENSON & HEDGES
AMERICA'S
PREMIUM 100mm CIGARETTE

Ultra Lights: 5 mg "tar," 0.5 mg nicotine – Lights: Menthol Box 10 mg "tar," 0.8 mg nicotine; Soft 11 mg "tar," 0.8 mg nicotine; Menthol Soft & Box: 11 mg "tar," 0.9 mg nicotine – Menthol & Box 16 mg "tar," 1.2 mg nicotine; Soft 17 mg "tar," 1.2 mg nicotine av. per cigarette by FTC method.

FREE COOKBOOK
with 2 carton UPC'S

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

$2.00 OFF
ANY CARTON OR 4 PACKS OF BENSON & HEDGES 100'S ONLY.



Name
Address
City State ZIP
Phone
Regular Brand Smoked
By redeeming this coupon and signing below, I certify I am a smoker 21 years of age or older. I am also willing to receive free samples of cigarettes and accept them in the mail, subject to applicable state and federal law.
Signature Date of Birth

00961
28200 21082 6

FREE FOOD & WINE COOKBOOK WITH TWO CARTON UPC'S
*Offer valid with Benson & Hedges 100's UPC's only

NAME
ADDRESS
CITY STATE ZIP
By participating in this offer and signing below, I certify I am a smoker 21 years of age or older. I am also willing to receive free samples of cigarettes and accept them in the mail, subject to applicable state and federal law.
Signature Date of Birth
YES, PLEASE SEND ME THE BENSON & HEDGES FOOD & WINE COOKBOOK. ENCLOSED ARE 2 BENSON & HEDGES HARD CARTON UPC'S PLUS $2.00 FOR HANDLING AND MAILING. MAKE CHECK PAYABLE TO BENSON & HEDGES COOKBOOK OFFER. MAIL TO: COOKBOOK PER HOUSEHOLD. NO FACSIMILES ACCEPTED. VOID WHERE PROHIBITED. PLEASE MAIL TO: BENSON & HEDGES COOKBOOK OFFER, P.O. BOX 22300, KANSAS CITY, MO 64113-2300. ALLOW 4-6 WEEKS FOR DELIVERY. OFFER EXPIRES 12/30/92 OR WHILE SUPPLIES LAST. LIMITED TO ONE PACKAGE PER 21 YEARS OF AGE OR OLDER.
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